

Twenty Advantages to Being a Certified Meeting Professional (CMP)

1. **Benchmarking.** The designation is a tool for a meeting professional's self-assessment of their skills and knowledge.
2. **Recognition.** As the premier industry certification, the CMP distinguishes it's designee as a career professional who has demonstrated a high level of experience, skill, and knowledge.
3. **Contributor.** The designation allows meeting professionals to contribute their expertise in developing and evolving best practices.
4. **Role-Modeling.** The certified meeting professional is implicitly held out as exemplary to more junior meeting professionals.
5. **Peer Acceptance.** CMPs are immediately recognized by other CMPs fellow professionals committed to the advancement of the profession.
6. **Specialist.** CMPs are acknowledged as specialists in their field by other non-meetings professionals within their organizations.
7. **Credibility.** The designation conveys credibility to the meeting professional's views, opinions, and ideas -- both internally and externally (*i.e.*, opinions at work and/or written articles and speeches).
8. **Expert Qualification.** The designation signifies a level of expertise to third parties.
9. **Excellence.** Others can rely on the certification to attest for the certified meeting professional's skills and knowledge without having to independently verify.
10. **Commitment.** Successful completion of the certification process conveys that the certified meeting professional is committed and goal driven.
11. **Career Devotion.** Certification conveys that the planning is treated as a career and not simply as a job; the meeting professional has invested the time to be among the best in their field.
12. **Continuing Education.** Certification implies that the certified meeting professional has been evolving through self-study and industry-promoted education, which when coupled with the individual's experience and practical knowledge, has led to their certification.
13. **Value Added.** A certified meeting professional adds value to an organization.

14. **Business Advantage.** The certification communicates to business partners that they are dealing with an experienced meeting professional and that they can adopt a more sophisticated business approach when dealing with a certified meeting professional.

15. **Negotiating Advantage.** The certification puts vendors and service providers on notice that they can expect a certain level of expertise when negotiating with a certified meeting professional.

16. **Competitive Advantage.** The designation lends value when competing against the un-certified (*i.e.*, proposals for services and/or job interviews).

17. **Marketing Tool.** The certified meeting professional can use the certification in self-promotion.

18. **Gap Filler.** The certification can be used to enhance a meeting professional's credentials (especially where the meeting professional's degrees are not industry-specific or are in unrelated fields).

19. **Sought-after Advice.** The certification advances the meeting professional into the status of senior-level meeting professional whose advice is then sought after by meeting-industry groups (*i.e.*, volunteer committees, sections, roundtables), business partners (*i.e.*, focus groups, fam-trips, surveys), marketers, and executive recruiters.

20. **Salary Enhancement.** The designation is a factor that can be used to justify higher salary demands during negotiations or salary reviews.